



INTERNATIONAL PRINT GUIDELINES

DATE:	VER:	UPDATE:
05 FEB	1	Overview of Campaign Art

me
before
you

Based on the New York Times Bestseller

USAGE GUIDELINES

Title Treatment, Font & Billing Block (p. 3)

One Sheets (p. 4)

- Main 1sht Available on Adstream
- Main Quad Available on Adstream

NOTE: This is the main and only key art. If you wish to remove the NYT Bestseller tag, you may or replace it with wording that woks in your market.

If you wish to add Jojo Moyers name above title, it has to remain the same font/ size/ color as it appears in the billing block.

In Theater

There is a vertical banner using the Main art in development as well as a flat panel standee.

TITLE TREATMENTme
before
youFONT

Didot

BILLING BLOCK

The latest billing block on ADSTREAM is “05Jan16 Dom Billing Block MEB4U”.
File includes the billing setups for all print material that requires billing.

Main 1sht



ONLINE DEBUT:

February 2, 2016

AVAILABLE ON ADSTREAM:

February 4, 2016

NOTES:

Main Quad



NOTE: if using billing in Outdoor, the billing block must be 35% AW title and the Director's credit must be boxed.

If you included Jojo's AW credit in Outdoor than the billing block must match Jojo's AW credit in size & style.